

I claim:

1.

A shelf talker for displaying product information on an edge portion of a shelf, comprising:

a label sheet having upper and lower end portions and first and second faces;

said second face of said label sheet having adhesive provided thereon for adhesively coupling at least a portion of said label sheet to the edge portion of the shelf;

said first face of said label sheet being adapted to have the product information printed thereon;

said label sheet having a line of weakness formed within said label sheet intermediate said upper and lower end portions so that said upper and lower end portions may be selectively separated from one another; and

a liner sheet operatively coupled to said adhesive and the second face of said label sheet.

2.

The shelf talker of claim 1 further comprising a line of weakness formed within said liner sheet to define a secondary liner that is selectively separable from said liner sheet.

3.

The shelf talker of claim 2 wherein said secondary liner is located closely adjacent the lower end portion of said label sheet.

4.

1       The shelf talker of claim 3 wherein said secondary liner is formed to have a size and shape approximating a size and shape of said lower end portion of said label sheet.

5       5.

      The shelf talker of claim 4 wherein said secondary liner is slightly smaller in size than the lower end portion of said label sheet.

6.

10       The shelf talker of claim 5 wherein said secondary liner is positioned with respect to the lower end portion of said label sheet so that if said secondary liner is separated from said liner sheet and said liner sheet is separated from said label sheet, a portion of the second face of said lower end portion of said label sheet will become exposed.

7.

15       The shelf talker of claim 1 wherein the upper end portion of said label sheet is provided with a size and shape approximating a size and shape of the edge portion of the shelf.

8.

20       The shelf talker of claim 1 wherein said liner sheet is comprised of a lightweight, non-curl liner material.

9.

      The shelf talker of claim 1 wherein said liner sheet material is comprised of polypropylene.

10.

1       The shelf talker of claim 1 wherein the product information is printed on the first  
face of said label sheet by flash fusion.

11.

5       The shelf talker of claim 1 wherein the first surface of the lower end portion of  
said label sheet is provided with promotion-specific information relating to the product.

12.

10       The shelf talker of claim 1 further comprising a plurality of label sheets, each  
having upper and lower end portions and first and second faces and a line of weakness  
separating said upper and lower end portions, operatively coupled to said liner sheet in  
spaced-apart relationship with one another.

13.

15       The shelf talker of claim 12 further comprising a layer of adhesive on each of the  
second surfaces of said plurality of label sheets.

14.

20       The shelf talker of claim 13 further comprising lines of weakness formed within  
said liner sheet to define a plurality of secondary liners adjacent the lower end portions  
of said plurality of label sheets.

15.

25       The shelf talker of claim 14 wherein said plurality of secondary liners are each  
defined to have a size that is at least slightly smaller than the lower end portions of said  
plurality of label sheets.

16.

1 The shelf talker of claim 15 wherein said liner sheet is comprised of a generally lightweight, non-curl material.

17.

5 The shelf talker of claim 16 wherein said liner sheet material is comprised of polypropylene.

18.

10 The shelf talker of claim 17 wherein product information is printed on each of the first faces of said plurality of label sheets using flash fusion.

19.

15 The shelf talker of claim 15 wherein each of the first surfaces of the lower end portions of said plurality of label portions is provided with promotion-specific information relating to the product.

20.

20 A method of using the shelf talker according to claim 19 comprising the steps of:  
removing said liner sheet from at least one of said plurality of label sheets but leaving  
said secondary liner associated with said at least one of said plurality of label  
sheets coupled to said at least one of said plurality of label sheets;  
adhesively coupling at least a portion of said at least one of said plurality of label sheets  
to the edge portion of the shelf to display the product information for a product  
promotion;

1 detaching said lower end portion of said at least one of said plurality of label sheets  
from said upper end portion at said line of weakness upon a completion of said  
product promotion; and

5 leaving the upper end portion of said at least one of said plurality of label sheets  
adhesively coupled to the edge portion of the shelf for a selective period of time.

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